



A P P L E
ENTERPRISE COMPUTING
C O N F E R E N C E
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Taking Command of Technology



The First Series of
Enterprise Computing Conferences
by Apple Computer



Apple Computer, Inc.
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The First Series of Enterprise Computing Conferences by Apple Computer

This summer Apple Computer invites you to participate in one of several Enterprise Computing Conferences and Exhibits being held around the country. These conferences are designed to help corporate developers meet their business needs and maximize their information systems investment.

Who Should Attend

- Managers responsible for the integration of hardware, software, databases, and networks to meet the business needs of enterprise organizations
- Those who design, implement, manage, or control enterprise information systems
- Technical decision makers and influencers
- Both corporate employees and outside consultants
- Developers with or without previous Macintosh experience

Benefits of Attending

- Gain in-depth technical information and hands-on training
- Learn from the experiences of your peers through case studies and specific examples
- Interact with respected industry and business leaders
- Find real world solutions to your information systems technology challenges
- Receive valuable information about Apple's technology directions

Mark your calendars NOW and plan to join us for one of these outstanding educational events—an event that will truly help you make wise technology decisions!

Dates and Locations

Southern California – Week of July 15

Dallas, Texas – Week of July 28

Boston, Massachusetts - Week of August 10

For registration information, call:

1-800-879-3678

Apple Computer, Inc.

GLOSSARY

Area Graph—Modified line graph. Areas under the line are filled with patterns and color.

Aspect Ratio—The ratio of height to width. For a slide, the aspect ratio is 2:3. An overhead transparency is 4:5.

Bar Graph—Uses bars of different heights or lengths to compare numeric data.

Bit Map—Scanned and "paint" program images are bitmaps. When fonts are used that are not supported by our output devices, bitmap representations of the type will be imaged, resulting in rough, jagged looking text.

Data Group—One set of numbers, such as a company's sales figures for the past eight years. Sometimes more than one data group is used in a slide, e.g. sales figures for eight years are shown for three different divisions of a company. Each data group (the three divisions) could be represented by a different color in the slide.

Export—To save a computer file in a particular format for importing into another program. Useful when transferring files for inclusion in new slides.

Fill Color—The color that is used to fill an object.

Fill Pattern—The pattern that is used to shade the area inside an object.

Film Recorder—A device that converts computer files to photographic images on film.

Graduated Fill—A fill in which one color smoothly blends into another color.

Import—Bring computer data (spreadsheet, text, graphics) into another computer program.

Line Graph—Uses a continuous line whose height at any point represents a numeric value.

Overhead Transparency—Like a large slide, these 8X10" transparencies (also called viewgraphs) are presented with an overhead projector.

PICT—A graphics file format created by many graphics programs. We can import and edit PICT files and include them in presentation slides. We can also output PICT files to our film recorders.

Resolution—The sharpness of the output, generally described in number of pixels. Our film recorders output at 4000 pixels.

Scanning (also Digitizing)—Converts photographs and reflective art (printed pages, logos, etc) to computer data for use in a presentation slide or other computer graphic.

Scrapbook—A way to save Macintosh text and graphics. Useful for transferring files to us for imaging.

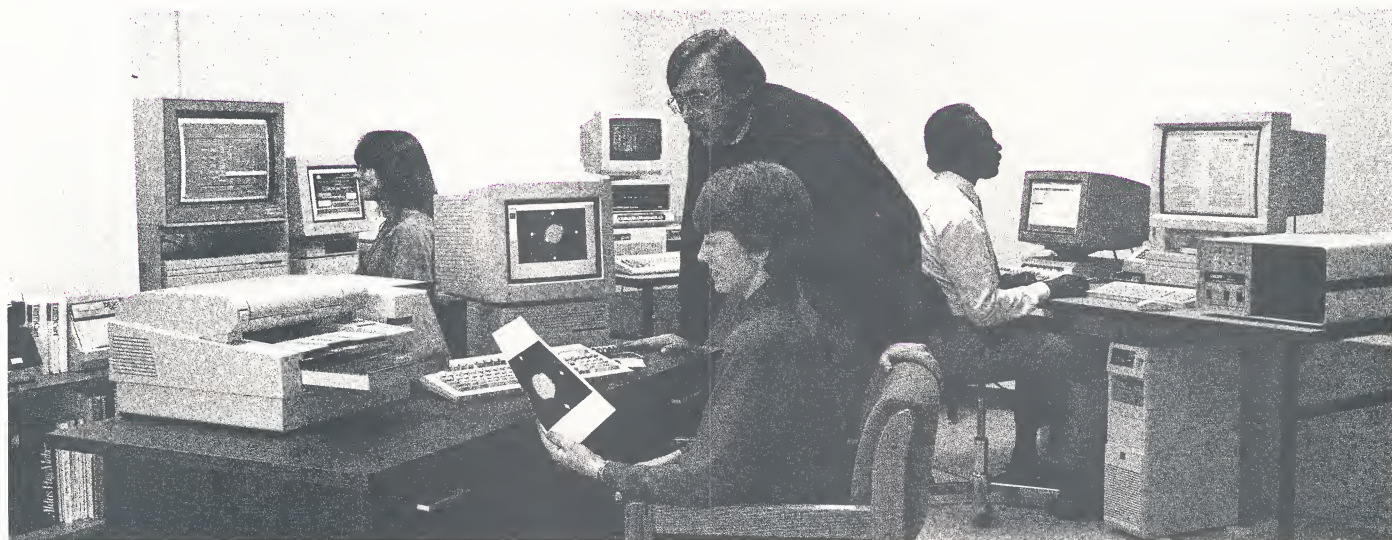
Screen Show—A "slide" presentation viewed on a computer monitor. All the presentation slides we produce can be viewed individually, or in sequence, on a Macintosh computer with the appropriate software.

Speaker Notes—Black and white printed pages containing a slide miniature, slide title, or text and graphics that you can refer to during a presentation.

COMPUTER GRAPHICS — IMAGING SERVICES

CUSTOM PROCESS

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CUSTOM PROCESS

Custom Process has been in the photographic imaging business since 1973. As one of the largest photographic laboratories in California, our services range from film processing and printing, slide duplication, and photo-composition to retail point of purchase and trade show displays. Our computer graphics department provides high quality presentation graphics as well as imaging services for the discriminating computer user.

DOING BUSINESS WITH US

LOCAL. We are located in Berkeley, four blocks from the University Avenue exit off Highway 80. Our customer service representatives are happy to discuss your needs at our retail counter, Monday-Saturday.

MAIL. Call to request disk mailers and order forms. We also accept files via modem. Call Bob von Liski for more details. **We include insured, surface UPS shipping in our prices.** Federal Express is also available.

PAYMENT. We accept cash, checks, Visa and MasterCard in payment for services. Applications for open account are accepted from established companies and take 2-4 weeks to process.

SERVICES

We use Macintosh and IBM computers, Matrix film recorders, digital scanners, and dozens of software programs to produce the finest in presentation graphics. Our specialties are slides and overhead transparencies, which are designed and produced for training and marketing applications. Our clients include major corporations, graphic designers, photographers, schools, hospitals and government agencies.

We also offer imaging services for those who produce their own computer graphics, but require a service bureau for scanner input and film recorder output.

OUR STAFF

We have a staff of 35 people to serve you. Your key contacts are:

Jacqueline Reynolds	Customer Service Supervisor
Robert von Liski	Computer Graphics Specialist
Kevin Twombly	Corporate Account Executive

(415) 527-6900 (800) 627-5027

1700 Fifth Street, Berkeley, CA 94710

Hours: Monday - Friday 9-6, Saturday 9-2

FILM RECORDER OUTPUT

We use Agfa Matrix film recorders for the finest possible quality. All imaging is at 4000 line resolution.

	PICT	POST-SCRIPT
35MM, 1st slide (48 hrs)	\$ 5.95	\$ 12.95
Additional from same file	\$ 3.00	\$ 7.00
35MM, 1st slide (24 hrs)	\$ 7.95	\$ 15.95
Additional from same file	\$ 4.00	\$ 9.00
35MM color negative (48 hr service)	\$ 10.00	\$ 20.00
4x5 negative or transparency (48 hr service)	\$ 25.00	\$ 65.00

NOTE: We image the files as we get them and are not responsible for imaging problems due to improper setup, corrupted files or incompatibilities between various versions of software and our equipment. **We do offer a "Preview" imaging service, where we check each file before imaging. We will correct minor problems, such as improper page size, and will notify you if other problems exist. Add 50% to the basic imaging price for this service.** Additional slides imaged from previewed files are not subject to the surcharge.

Retouching and manipulation of files \$ 75.00/hr

Glassless, pin registered slide mounts are standard. For Wess glass mounts, add \$ 2.00 each.

For files larger than 200K, we charge \$ 60.00 per hour for imaging.

OVERHEAD TRANSPARENCIES

Three types of Overheads are offered. We can image directly from computer files at 4K resolution. The quality is exceptional, and is recommended if there are photo scans included. If you provide us with existing slides, or first have your files imaged to slides, we can produce Overheads optically. These are also high quality, and less expensive. For Overheads from our OCE printer, see Color Thermal Prints, next page.

Imaged from PICT file - 4000 line (48 hrs) \$ 25.00

Made from existing slide (24 hrs) \$ 12.00

Thermal - 300DPI - Postscript only:

See Color Thermal Prints

Additional overheads from the same slide, as low as \$4.75. Ask for details.

COLOR THERMAL PRINTS

We use the OCE Color Postscript printer for highest quality, 300 dpi color prints from Postscript files. Both Macintosh and PC files are printed. The printer also supports the four-color Pantone Matching System for simulation of Pantone printing ink colors. These colors can be specified in programs such as Aldus Freehand and Adobe Illustrator.

We can also print on transparent film, for quick, inexpensive overheads.

	PRINT	TRANSP.
NORMAL SERVICE (24 hrs)	\$ 7.50	\$15.00
RUSH SERVICE (6-24 hrs)	\$15.00	\$30.00
SUPER RUSH (3-6 hrs) **	\$20.00	\$35.00

** Call to check availability

The maximum image size for OCE output is 8.2X11". See "Application Notes" for guidelines.

PHOTOGRAPHIC COLOR PRINTS

These are the highest quality prints that can be made from your computer graphics files. Typical applications are sales books, handouts and tradeshow displays. To order Photographic Color Prints, first order color negative imaging from your files.

SIZE	QTY 1	2-9	10-24	25-49	50-99	100-249	250-500
5X7	9.00	5.40	3.60	2.10	1.40	1.05	.85
8X10	12.80	7.65	4.60	2.65	2.10	1.45	1.20
8.5X11	14.50	8.70	5.20	3.30	2.35	1.80	1.55
11X14	18.90	11.35	6.85	4.35	3.10	2.40	2.05
16X20	33.50	20.10	13.15	11.20	9.00	6.75	5.80
20X24	44.00	26.50	17.55	14.90	12.65	11.25	10.45
20X30	67.00	41.25	27.30	23.20	19.70	14.60	13.55
30X40	94.50	56.00	41.00	34.85	32.40	30.00	26.10

Prices are "unit price" and there is no 1st print surcharge.

If your graphics are not proportional to the above sizes, please advise us to crop your image to fit or to print "full frame," which will result in a smaller print.

This color printing service is only available from computer imaged graphics files.

SCANNING

We digitize your logo, artwork, photographs, and 35MM slides and provide PICT or TIFF files for use in your computer graphics program. Since 24-bit color scans at high resolution are large (4 Mb+), Syquest removeable disks are recommended. Lower resolution scans will fit on high density floppy disks.

Scanning	\$ 15.00
Disk costs, if not provided:	
High density floppy	\$ 3.00
Syquest 45Mb	\$ 100.00

TIP: A great way to work with large graphics files, such as scans, is with Kodak Colorsqueeze software. This software compresses graphics files up to 50:1 and makes transfer (via disks and modem) and storage much easier. If you use Colorsqueeze, let us know so we can de-compress your files. Order Colorsqueeze direct from Kodak at 1-800-233-1650.

APPLICATION NOTES

Creating graphics that produce good imaging results can be tricky. Here are some recommendations that will help. For specific information on your software, call Bob von Liski at (415) 527-6900.

Image Size— It is essential that you create your graphics on a page size that is proportional to the output size you desire. Here are some guidelines:

Slides...Many programs offer 35MM page size as an option in Page Setup. If yours doesn't, simply choose a size proportional to 2:3 horizontal, such as 6X9". Also, leave some extra room around the graphic because the slide mount will crop the sides slightly.

Overheads...Use a page size of 8X10".

OCE Thermal Prints...Any size up to 8.2X11" will work. The OCE will resize your graphic to fit.

Photographic Color Prints...Use the actual print size you desire, or a page size that is proportional.

EPS— Don't use Encapsulated PostScript® graphics or clip art if you intend to save and image as a PICT file. The EPS graphics will print as low resolution bitmaps. If you must use EPS graphics, save the file in PostScript format.

FONTS— Use only typefaces listed on the next page. Other faces will image as jagged bitmaps. You may include other Adobe Type 1 fonts, but you must supply us with the screen and printer fonts for imaging. **Always be sure to tell us what fonts you have used.**

SOFTWARE COMPATIBILITY

Hundreds of graphics programs are available today. The programs that have been tested and produce high quality output on our film recorders are presented below. Call us if your software is not listed. We may be able to help you.

MACINTOSH

Programs that generate PICT files:

Canvas 2.0	MacDraw II
Claris CAD	Modern Artist 2.0
Cricket Graph	PhotoMac 1.1
Delta Graph	PixelPaint 2.0
Digital Darkroom	Pixel Paint Professional
Drawing Table	Studio/8
Dreams 1.0	Studio/32
ImageStudio 1.5	SuperPaint 2.0
Mac 3D 2.1	Swivel 3-D
MacDraft 2.1	

Programs that generate both PICT and Postscript files:

Cricket Draw 1.1.1	PhotoShop
Cricket Presents	Powerpoint 2.01
More 3.0	Ready Set Go! 4.5
Persuasion 2.0	StandOut!

Programs that generate Postscript files:

Canvas Separator	Illustrator
Freehand	PageMaker

IBM/DOS

Arts & Letters 2.0	Harvard Graphics
Corel Draw	Impressionist 2.0
Designer 1.1	Microsoft Chart
Draw Applause	Mirage 5.2
Freelance Plus 3.0	Pixie 1.02
Graph Plus 1.0	Slidewrite Plus
Graph Station	Sound Presentations

AVAILABLE TYPEFACES

Avant Garde	Helvetica	STENCIL
Bookman	Helvetica Condensed	Times Roman
<i>Brush Script</i>	Helvetica Narrow	Συμπολ (Symbol)
Century Schoolbook	Hobo	☐*☙ (Zapf Dingbats)
Cooper Black	Optima	<i>Zapf Chancery</i>
Courier	Palatino	

C O U P O N

CUSTOM PROCESS

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2 FREE
**COMPUTER
IMAGED SLIDES**

PLEASE COMPLETE THE FOLLOWING.

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